

What is claimed is:

1 1. A propagated signal comprising:
2 a first information stream for consumption by a user, and
3 a second information stream comprising a first portion for interaction with a user and a
4 second portion for consumption by the user conditionally according to the user's response to the
5 first portion.

1 2. The signal according to claim 1, wherein:
2 the first information stream is a discrete portion of a broadcast, and
3 the second information stream is arranged so that interaction with the first portion takes a
4 period of time at least substantially equal to the duration of the first information stream, whereby
5 the user is induced to consume substantially the entire first information stream.

1 3. The signal according to claim 1, wherein:
2 the first information stream includes an advertisement, and
3 the second portion of the second information stream comprises information other than an
4 advertisement,
5 whereby the user is induced to continue reception of the propagated signal,
6 whereby the user is induced to continue consumption of the first information stream.

1 4. The signal according to claim 3, wherein the second information stream is
2 arranged so that interaction with the first portion takes a period of time at least substantially equal
3 to the duration of the advertisement.

1 5. The signal according to claim 1, wherein the second portion of the second
2 information stream is at least a portion of an entity.

6. The signal according to claim 5, wherein the entity is an audio entity.

7. The signal according to claim 5, wherein the entity is a video entity.

1 8. The signal according to claim 5, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 9. The signal according to claim 1, wherein:

2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 10. The propagated signal of claim 1, wherein:

2 the first information stream is transmitted via a first medium, and
3 the second information stream is transmitted via a second medium.

1 11. A method of broadcasting to consumer equipment, comprising the steps of:

2 transmitting to consumer equipment a first information stream for consumption by a user,
3 and
4 transmitting to consumer equipment a second information stream comprising a first
5 portion for interaction with a user and a second portion for consumption by the user conditionally
6 according to the user's response to the first portion.

1 12. The method according to claim 11, wherein:

2 the first information stream is a discrete portion of a broadcast, and

3 the second information stream is arranged so that interaction with the first portion takes a
4 period of time at least substantially equal to the duration of the first information stream, whereby
5 the user is induced to consume substantially the entire first information stream.

1 13. The method according to claim 11, wherein:

2 the first information stream includes an advertisement, and

3 the second portion of the second information stream comprises information other than an
4 advertisement,

5 whereby the user is induced to continue reception,

6 whereby the user is induced to continue consumption of the first information stream.

1 14. The method according to claim 13, wherein the second information stream is

2 arranged so that interaction with the first portion takes a period of time at least substantially equal
3 to the duration of the advertisement.

1 15. The method according to claim 11, wherein the second portion of the second

2 information stream is at least a portion of an entity.

16. The method according to claim 15, wherein the entity is an audio recording.

17. The method according to claim 15, wherein the entity is a video entity.

1 18. The method according to claim 15, wherein:

2 the second portion of the second information stream is a portion of an entity, and

3 a plurality of second portions of the second information stream collectively form a

4 complete entity, so that to receive the complete entity a user must consume all of the associated

5 first information streams.

1 19. The method according to claim 10, wherein:

2 the second portion of the second information stream is a portion of an entity, and

3 a plurality of second portions of the second information stream collectively form a

4 complete entity, so that to receive the complete entity a user must consume all of the associated

5 first information streams.

1 20. The method according to claim 18, further comprising the steps of:

2 storing each of said plurality of second portions, and

3 combining all of said plurality of second portions to form the complete entity.

1 21. The method of claim 11, wherein:

2 the first information stream is transmitted via a first medium, and

3 the second information stream is transmitted via a second medium.

1 22. A broadcasting system comprising:

2 a transmitter for transmitting:

3 a first information stream for consumption by a user, and

4 a second information stream comprising a first portion for interaction with

5 a user and a second portion for consumption by the user, and

6 a consumer equipment for:

7 receiving and presenting the first information stream to a user,

8 receiving and presenting the first portion of the second information stream

9 to the user, and

10 receiving and presenting the second portion of the second information

11 stream to the user conditionally according to the user's response to the first

12 portion.

1 23. The broadcasting system according to claim 22, wherein:

2 the first information stream is a discrete portion of a broadcast, and

3 the second information stream is arranged so that interaction with the first portion takes a
4 period of time at least substantially equal to the duration of the first information stream, whereby
5 the user is induced to consume substantially the entire first information stream.

1 24. The broadcasting system according to claim 22, wherein:

2 the first information stream includes an advertisement, and

3 the second portion of the second information stream comprises information other than an
4 advertisement,

5 whereby the user is induced to continue reception,

6 whereby the user is induced to continue consumption of the first information stream.

1 25. The broadcasting system according to claim 24, wherein the second

2 information stream is arranged so that interaction with the first portion takes a period of time at
3 least substantially equal to the duration of the advertisement.

1 26. The broadcasting system according to claim 22, wherein the second portion of

2 the second information stream is at least a portion of an entity.

1 27. The broadcasting system according to claim 26, wherein the entity is an audio
2 entity.

1 28. The broadcasting system according to claim 26, wherein the entity is a video
2 entity.

1 29. The broadcasting system according to claim 25, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 30. The broadcasting system according to claim 29, wherein the consumer
2 equipment further comprises:
3 recording means for recording each of said plurality of second portions, and
4 combining means for combining all said second portions into a complete entity.

1 31. The broadcasting system according to claim 22, wherein:
2 the transmitter transmits the first information stream via a first medium, and
3 the transmitter transmits the second information stream via a second medium.

1 32. The broadcasting system according to claim 22, wherein:
2 the second portion of the second information stream is a portion of an entity, and
3 a plurality of second portions of the second information stream collectively form a
4 complete entity, so that to receive the complete entity a user must consume all of the associated
5 first information streams.

1 33. A set-top box for:
2 receiving a first information stream containing first content and presenting the first content
3 on a receiving monitor;
4 receiving a second information stream containing a first portion specifying interaction with
5 a user and a second portion containing second content;
6 prompting the user to perform specified interaction; and
7 capturing the second content conditionally according to the user's response to said
8 prompting.

1 34. The set-top box according to claim 33, further arranged to:
2 store the captured second content, and
3 combine a plurality of stored second contents to form a complete entity.

1 35. A handset for:

2 receiving a first information stream containing first content and presenting the first content
3 to a user;

4 receiving a second information stream containing a first portion specifying interaction with
5 the user and a second portion containing second content;

6 prompting the user to perform specified interaction; and

7 capturing the second content conditionally according to the user's response to said
8 prompting.

1 36. The handset according to claim 35, adapted to receive information streams

2 from at least one of general packet radio service (GPRS), Universal Mobile Telecommunications
3 System (UMTS), and Internet transmission media

1 37. Broadcast reception apparatus comprising:

2 a set-top box for receiving a first information stream containing first content and for
3 presenting the first content on a receiving monitor;

4 second receiving means for receiving a second information stream containing a first
5 portion specifying interaction a user and a second portion containing second content;

6 prompting means for prompting the user to perform specified interaction; and

7 a handset for capturing the second content conditionally according to the user's response to
8 said prompting.

1 38. The apparatus according to claim 37 wherein the second receiving means is
2 incorporated in the set-top box.

1 39. The apparatus according to claim 37 wherein the second receiving means is
2 incorporated in the handset.

1 40. The apparatus according to claim 37 wherein the prompting means is
2 incorporated in the set-top box.

1 41. The apparatus according to claim 37 wherein the prompting means is
2 incorporated in the handset.

1 42. The apparatus according to claim 37, wherein the handset is adapted to
2 receive information streams from at least one of general packet radio service (GPRS), universal
3 mobile telecommunications system (UMTS), and internet transmission media.